



ART MUSEUM

The mission of the Wichita Art Museum, Inc. is to preserve, collect, and promote American Art to engage the public in the understanding of America's evolving artistic cultural heritage.

DEPARTMENT GOALS AND OBJECTIVES

1. Provide a safe and acclimatized environment for the preservation of the permanent collection as well as borrowed/loaned works of American art.
(Strategic Priority IV)
 - a. Project a compelling identity for the Museum and use it to increase attendance.
 - b. Provide special programs such as Senior Wednesday, student fieldtrips, etc.
 - c. Increase the number of visitors who utilize Museum resources, tours, and workshops.
2. Strengthen the art collection to enhance and expand the context and understanding of American art.
(Strategic Priority IV)
 - a. Distinguish the collections, exhibitions and programs by their quality, impact and appeal.
3. Promote the Museum and its collection to the community, state and nation through publication, exhibitions and scholarships. (Strategic Priority IV)
 - a. Present at least one major loan exhibition featuring art of international significance and at least two small exhibitions focusing on Kansas related themes.
 - b. Obtain more local, regional and national media attention, promoting the Museum as an attraction where both Wichita citizens and tourists feel welcome.
 - c. Provide occasional loans of art holdings to cities around the world that allow works of art to act as ambassadors on behalf of Wichita.
4. Maintain the quality and level of service provided to the community and the nation efficiently and effectively.
(Strategic Priority IV)
 - a. Stabilize the Museum financially, both in terms of income and expense and prepare it to meet future needs.



PERFORMANCE MEASURES

Dept. Objective	Program Measure Description	Benchmark	2004 Actual	2005 Projected	2006 Target	2007 Target
1a	Number of visitors	60,000	60,394	65,000	65,000	65,000
1b	Number of public exhibitions	15	22	21	19	19
1c	Number of children on school tours	8,500	8,572	9,500	9,500	9,500
2a	Number of works of art acquired	25	38	25	25	25
3	Number of works of art borrowed for public exhibition	100	419	100	100	100
4a	Number of memberships	1,000	1,100	1,100	1,100	1,100



City of Wichita - Internal Benchmark



RECENT ACCOMPLISHMENTS

- Successfully presented both the exhibitions *Light Screens: The Leaded Glass of Frank Lloyd Wright* and *Augustus Saint-Gaudens: American Sculptor of the Gilded Age*, initiating community-wide festivals involving collaborating institutions with each.
- The Bruce Museum of Arts and Science (Greenwich, Connecticut—a prominent New York City suburb) organized a show of Vermeer paintings borrowed from northern Europe. The Vermeer show was at the Art Museum for four months and attracted 23,000 visitors.
- The Museum has strengthened its own holdings. As lead beneficiary of the F. Price Cossman Trust, during the last five years the Museum has been able to develop its collection of American decorative arts, especially Steuben glass. In the history of American art, Steuben rivaled Tiffany in quality, production, and imprint on American culture.

OVERVIEW

The Wichita Art Museum's expanded mission is to provide a safe and acclimatized environment for the storage, conservation and respectful display of the permanent collection as well as borrowed/loaned works of art. Acquisitions to the collection are selected to enhance and expand the context and understanding of American art. Publication, exhibitions and scholarships promote the Museum and its collection to the community, state and nation. Audiences are engaged through tours, lectures, interactive spaces and a variety of public programs.

The Wichita Art Museum (WAM) is the largest art museum in Kansas and contributes to the cultural vitality of life in Wichita. Exhibits include selections from the permanent collection of more than 7,000 artworks. Along with a large collection of paintings, the Museum offers a rich selection of sculptures, work on paper, drawings, and decorative arts. The collection of American masterpieces reflects the richness and diversity of American culture from colonial times to the present and includes artworks by artists like Edward Hopper, Marry Cassatt, Winslow Homer, Thomas Eakins and many others. The Art Museum hosts visiting exhibits from across the country three to four times per year.

Museum staff works closely with volunteers to present a vigorous educational program. The public enjoys "Stories in Art" sessions based on artwork in the Museum's galleries, educational videos and weekly gatherings for "Gallery Talks". WAM for Kids, located in the basement of the facility, is an educational and fun center for children of all ages and their parents. Each year more than 13,000 school children benefit from classroom visits, tours of exhibits and educational materials. In addition to those services, the Museum offers rental rooms for special events, a store with unique and interesting gifts, and a research library including locally hard to find resources, auction records, and exhibition catalogues.

Many volunteers contribute by providing policy leadership as board members, conducting tours, raising funds to supplement City support, and working directly with professional staff to serve the public. The Wichita Art Museum's Art Library consists of 40,000 works, including 8,000 volumes, which augments the Wichita Public Library's material collection.



The newly expanded Wichita Art Museum is internationally recognized for collections of outstanding American Masterpieces.

DEPARTMENT DESCRIPTION

The Wichita Art Museum is one of the foremost cultural resources in the region which can offer visitors the experience of original works of art that provide a comprehensive view of America's visual history. The collection, exhibitions, and programs allow the Museum to increase patronage and gain national recognition. The Museum serves the state's largest city, the surrounding region, and the Great Plains. The Museum is responsible for caring for the existing collection, acquiring new works of art, engaging audiences with relevant programming, and maintaining the safety of our visitors.

FINANCE AND OPERATIONS

The Wichita Art Museum receives an annual subsidy from the City to support operating costs. Additional funds are provided by private donations. Besides the annual subsidy, the City also provides two Building Maintenance support staff and enhanced building security by adding two exterior security cameras to the existing security system in 2004 as additional operations support. Starting in 2003, WAM received an additional annual subsidy from the City for the increasing operating expenses due to the expansion. An increase of \$40,000 was included in the 2004 and 2005 operating budgets.

The Museum's expansion was completed in June 2003 with the addition of 34,000 square feet. This expansion makes the Wichita Art Museum 115,000 square feet, larger than Exploration Place. With a 42 percent increase in size, there is more space to exhibit premiere works of art as well as improved areas for the conservation, preservation, and storage of the art collection. The City's contribution toward the expansion was \$6 million of the total \$10.5 million project



budget. Private contributions, including a contribution from the County, made up the remaining \$4.5 million in project costs.

The enhanced Wichita Art Museum features:

- A beautiful, visitor-friendly entrance.
- A 6,000 square foot Great Hall featuring an elegant work of art by internationally renowned artist, Dale Chihuly.
- An elevated restaurant with a wonderful scenic view overlooking the Arkansas River and the Museums on the River corridor.
- An enlarged space for special events.
- Double the number of parking spaces.

FUTURE CHALLENGES

Two major challenges, which are integral to all other operating aspects of the facility, face the Wichita Art Museum:

- Maintain community interest in and usage of the Museum by developing programming and exhibitions that will encourage repeat visits.
- Cultivate the *public/private financial* partnership on which precept the Wichita Art Museum, Inc. is based. Private funding is eroding while operating costs such as electricity, technology, and personnel are mounting. The Museum looks to generate adequate funding (through both public and private support) to allow the Museum to remain fiscally sound without major reductions in the level of service provided to the public. Therefore, the Museum respectfully requests that the program option submitted for a five percent increase be granted.



*Dale Chihuly (Am., b. 1941)
Wichita Art Museum Seaform Installation
Handblown glass, plate glass
WAM, F. Price Cossman Memorial Trust,
INTRUST Bank Trustee
©Dale Chihuly 2003*

Wichita Art Museum Budget Summary					
	2004 Actual	2005 Adopted	2005 Revised	2006 Adopted	2007 Approved
Personal Services	927,934	1,076,850	1,080,760	1,116,060	1,156,870
Contractual Services	394,474	245,610	241,700	166,400	125,590
Commodities	0	0	0	0	0
Capital Outlay	0	0	0	0	0
Other	0	0	0	0	0
Total Fund Expenditures	1,322,408	1,322,460	1,322,460	1,282,460	1,282,460
Total full-time positions	24	24	24	24	24
Total part-time positions	2	2	2	2	2
Total FTE positions	24.75	24.75	24.75	24.75	24.75
<i>Note: There are no position changes.</i>					

For additional information on the Art Museum Department visit www.wichitaartmuseum.org!



WICHITA ART MUSEUM

The largest art museum in Kansas, WAM houses one of the world's finest collections of American art, spanning three centuries of painting, sculpture, works on paper and decorative arts. Masterpieces by Charles Russell, Winslow Homer and Edward Hopper are among the 7,000 works in the permanent collection. The famed Murdock collection includes Mary Cassatt's Mother and Child. The Charles M. Russell Gallery displays 26 paintings, drawings, poems and bronzes by Russell, the frontier's most famous artist, and the Frederick Remington bronze, "Bronco Buster."

In 1995, to celebrate its 60th anniversary, WAM commissioned Tom Otterness, a native Wichitian and New York-based sculptor, to create an outdoor sculpture. Titled Dreamers Awake, the monumental bronze represents the universal struggles of the human experience. WAM for Kids, a 3,000 sq. ft. children's gallery, offers hands-on exploration for children of all abilities.